

TVA is updating the 2011 Natural Resource Plan (NRP), which contained six Resource Areas centered on stewardship activities. The 2020 NRP has been expanded to include ten proposed Focus Areas that tell a comprehensive story of TVA's work in natural resources. The NRP is a strategic document that, over the next 15 to 20 years, will guide the direction of TVA's resource stewardship on the 11,000 miles of shoreline and 293,000 acres of public land under its care. Public Outreach and Information is one of the ten proposed focus areas.

TVA has been charged with managing its resources in an integrated manner to ensure the protection, enhancement, and conservation of these resources for future generations to enjoy. Overarching public outreach programs to increase public awareness and appreciation of the natural and cultural resources in the Valley as well as to provide opportunities for volunteer involvement, environmental education, and collaborative partnerships. The public outreach and information programs focus on communicating, involving, and engaging communities of and visitors to the Tennessee River watershed and the TVA power service area.

Public Outreach and Information efforts include environmental education, volunteer opportunities, community support, and stakeholder engagement. Environmental education programming is a valuable component of TVA's public outreach, providing a platform for TVA to share information and our passion for natural and cultural resources and public lands with children and adults. TVA's Volunteer program offers opportunities to learn about nature and be part of a collective effort to help protect natural and cultural resources and enhance recreational areas throughout the region.

Through e-newsletters, such as River Neighbors, social media, web-based interactive tools, publications, and TVA's Public Land Information Center, TVA connects with stakeholders by providing information on local wildlife and aquatic habitats, river management, public lands, recreational areas, and TVA events. TVA also works collaboratively to support communities in their stewardship efforts across the region. Examples include the Kids in the Creek programs which introduce kids to aquatic species in local streams, Trash to Treasure events that promote recycling and reuse of materials, and 4-H clubs which teach environmental stewardship.



Benefits:

- Increases public awareness, involvement, and appreciation of the natural and cultural resources and recreational opportunities in the Tennessee River Watershed and TVA's power service area through an integrated education and communication effort
- Improves public understanding of the value and benefits of resource protection
- Enhances recognition of the high quality of life in the Valley

Objectives:

- Engage communities to increase awareness and understanding of the value of cultural and natural resources, and recreational opportunities associated with public lands and waters throughout the Tennessee River Watershed and TVA's power service area.
- Create opportunities for public involvement in resource stewardship and recreation.
- Develop and maintain strategic relationships to enhance stewardship of recreational assets and cultural and natural resources in the Tennessee River Watershed and TVA's power service area through collaborative efforts and education.

Programs

Much of the work described in the Public Outreach and Information focus area was categorized in the Public Engagement resource area in the 2011 NRP, which consisted of three programs. The 2020 NRP proposes five programs in the Public Outreach and Information focus area. These programs align the NRP more consistently with how TVA communicates and implements outreach efforts with its stakeholders and partners about the stewardship work in the Tennessee Valley.

COMMUNITY SUPPORT

This program supports communities throughout the Tennessee River watershed and TVA power service area to provide outreach and educational programs that facilitate TVA's natural and cultural resource protection efforts and TVA operations. This allows TVA to partner with others to expand positive impacts across the region.

ENVIRONMENTAL EDUCATION

Through our Environmental Education efforts, TVA fosters appreciation and awareness of natural resources, including the Tennessee River system. TVA will expand and implement environmental education programming to schools and communities in support of STEAM (science, technology, engineering, art, and mathematics).

STAKEHOLDER ENGAGEMENT

Providing visitors and community members with information about the Tennessee River system, and the Valley's natural beauty, unique wildlife habitats, and recreational opportunities can enhance experiences and grow an appreciation for the region. TVA uses outreach and communication materials such as interpretive displays on public lands and web-based products such as TVA River Neighbors to accomplish this. TVA also engages stakeholders to identify and implement opportunities for collaboration and partnerships to support stewardship efforts.

TVA SCIENCE KIDS WORLD WATER MONITORING

Through this program, TVA engages children in science by providing water monitoring kits to selected schools and delivering in-class water educational programs. In the summer months, TVA implements this program through partnerships with State Parks, Scouting groups and other community organizations. We also encourage teachers and participants

to enhance their experience by using the program's online resources where they can log their classroom data and see how other children are using the program from around the world.

VOLUNTEER PROGRAM

With our Volunteer program, TVA encourages and guides participation in activities that help improve, enhance and promote natural and cultural resource protection and recreation on TVA public lands and reservoirs. Efforts include leading volunteer event days such as National Trails Day® and National Public Lands Day, and opportunities to explore and experience TVA public lands more in-depth through adopt a trail or adopt a spot opportunities

